

Volume XII.
Number 4.

APRIL, 1904.

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THE SMOKER'S MAGAZINE

The Only Magazine
ISSUED SOLELY
IN
THE INTERESTS
OF
THE SMOKER
And Tobacconist.

PUBLISHED BY
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— NEW YORK. —

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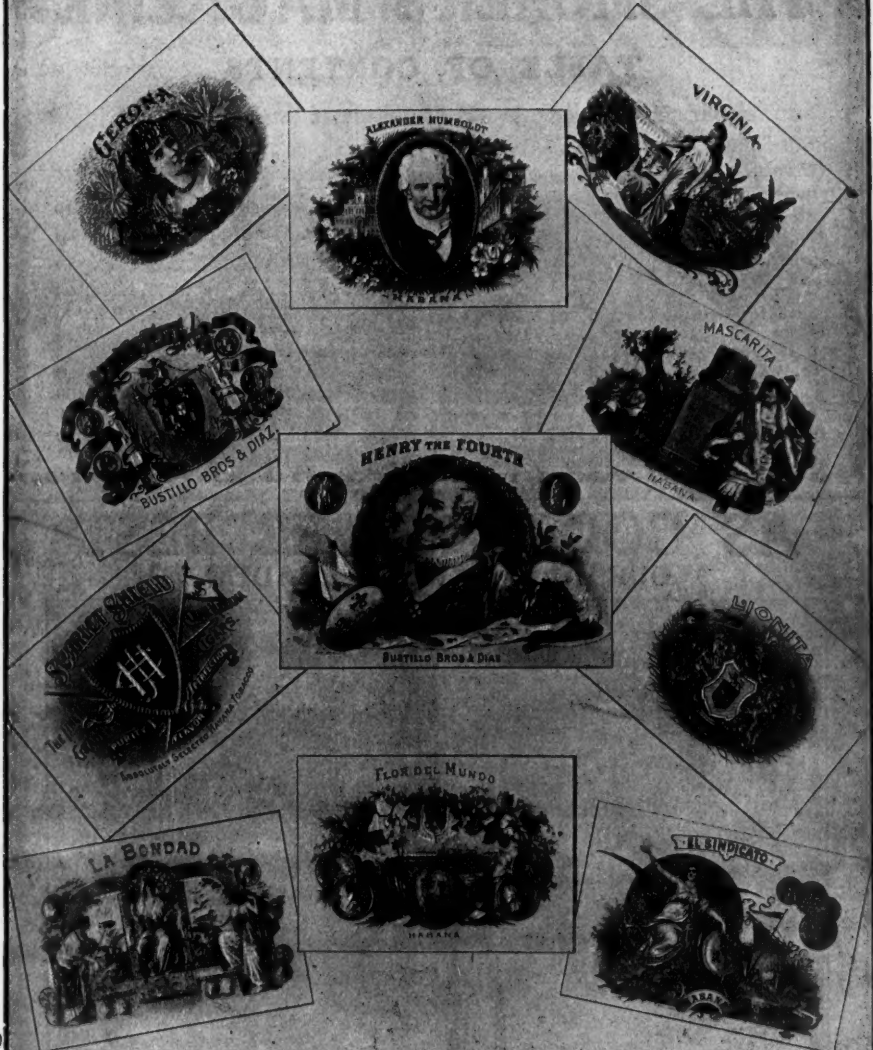
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OUR ALL HAVANA LEADER



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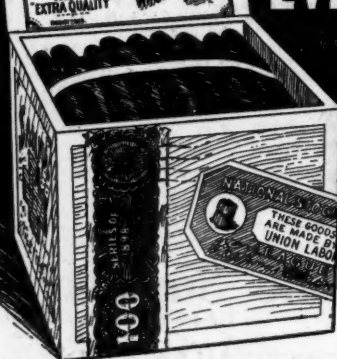
THE JUSTLY FAMOUS POCKET PACKAGE

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TOBACCO
AND TEN
CLEAN FINGERS
MAKE THE
SANATEL STOGIE

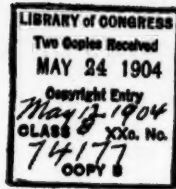


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THE SMOKER'S MAGAZINE



A Magazine of Business,
Recreation and Smoke



Volume XII.

NEW YORK, APRIL, 1904.

Number 4.

The Advertising of Smokes.

RECENTLY the writer heard a smoker say: "All cigar stores look alike to me"; and when asked if he meant that statement to be taken seriously, he replied that he most assuredly did, inasmuch as all cigar establishments were of about the same general order and appearance and that he could hardly tell one from another.

To be sure, there is a similarity in cigar stores which is quite too pronounced, and the average man, who is not usually a close observer, is therefore unable to note any difference in the appearance of the general run of stores where cigars and tobacco are on sale.

This "sameness" does not increase the regular trade of any particular establishment—the cigar store that looks like any other cigar store simply secures the transient

trade of smokers who are looking for "a" cigar store. To make smokers look for "the" cigar store that is different from all others, is several steps in the right direction, and which brings us back to suggestions made in this department many times in years gone by.

Individuality in a cigar establishment is a feature that should be nursed and developed to the highest possible degree; and the cigarman who will make his store different from all others and give it an individuality that will make it stick out like a sore thumb is the one who will transact a larger volume of business than any other store in his immediate vicinity, or perhaps in the entire city in which he is located.

The appearance of the store should be a reflection of the indivi-

duality and the personality of its proprietor—he should study to make it the only one of its type and that type of the highest standard possible to attain—if possible make it “the best cigar store in town,” and conduct it along modern lines, so that smokers will be compelled to admit that it is the “best,” because it is.

For an establishment to be known and designated as “the best cigar store in the city,” is worth many hundreds of dollars to its proprietor, and he can well afford to expend a goodly sum to bring about this desirable result. In order to impress the transient smoker and induce him to make his initial purchase in the store, it is necessary to use the show window—by far the strongest and most effective advertisement that any cigar dealer can make use of.

Novel and fetching window displays will surely lead many new customers to enter the store, who might otherwise pass by and patronize some other store. Mr. Cigarman your window should be the latest and best and the most attractive in town—to be sure it is going to cost you something, but it is worth all it costs. Go at it “right” and you’re sure to win out.

The sign in the show window is the silent salesman that talks to passing smokers—“Silence is golden” says the old saw—if it talks loud enough and along sound and sensible lines it will make sales long before the possible purchaser has crossed your threshold. A stock of cigars and tobacco in the window

will of course attract a certain amount of transient trade, but when it is possible to say a good word for your own goods and give a *good reason* why the man who glances at your show window and show card should patronize you, in a large majority of cases this method will bring you face to face with many a new customer. Then you must get in your fine work and give him what he wants, and just as long as you do that, he is yours.

An attractive and catchy show card is an important factor in the window display and in order to secure the greatest possible amount of efficiency it should be neatly and plainly lettered and well executed. When the main idea of the display is to create a demand, say for a certain brand of cigars, the card suggestion following is recommended:

TRY ONE

AND
YOU'LL

BUY A BOX

10c. STRAIGHT
\$4.75 FOR 100

This may be used either for a 10 cent piece of goods or a 5 cent brand; in the latter case the necessary change to be made in price shown on the card.

It is a most unwise practice to

make any show of partiality when waiting on customers—treat everyone in the same polite and courteous manner and take the best possible care of all.

Five-cent and 10-cent goods are generally brought more prominently to the front in the average cigar store, for the reason that there is a heavier demand for brands at this price. Occasionally, however, the cigar seller will make a strong push on a cigar at a special odd price of 6c. or 9c. each—it seldom pays to handle a cigar at 4c each, and the average tobacconist will find that it interferes with his regular 5c. trade. There are times when a superior brand of 5c. goods, on which there is a very small margin, may be sold at 6c.; or a 10c. cigar of good quality may be used to build up an excellent trade at 9c. each. In this connection the card suggestion following is made:

IT'S TOO GOOD

A SMOKE TO SELL
FOR A NICKEL,
AND THAT'S WHY
WE SELL THIS
SUPERIOR CIGAR

FOR SIX CENTS

Many smokers will carry the idea that it is a 10c. brand being offered by the tobacconist, or at least a 3 for 25c. The merchant need make no explanation other than the cigar is worth the price as set forth in the announcement.

The idea appearing hereafter may be used to good advantage in

calling special attention to a brand to be retailed at 9c. each. Here's the wording:

YES!

**THIS ACE HIGH
CIGAR SELLS
FOR 9 C. EACH
3 FOR 25 CTS.**

If desired an "Ace" may be taken from a deck of cards and pasted or attached to the bulletin instead of spelling out the word. This scheme will attract attention and add to the effectiveness of the offer.

For a general announcement that may be used to advantage in almost any type of a window display the following announcement is given:

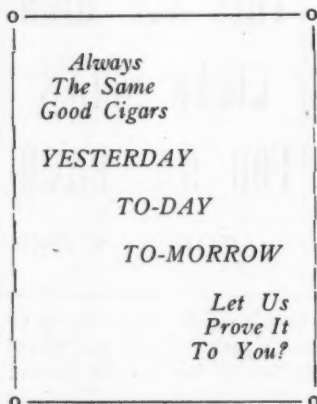
MR. SMOKER

WHAT
EVER
YOU
WANT
IS
HERE

ASK FOR IT!

After being shown in the window for a short period this card may be used in the store.

For a general card announcement the following can be used to good advantage:



Of course, the mention of any brand name could be made at the top of the card, in which case the word "cigars" should be "smoke." The display lines on this card should be brought out in a bold, strong letter, that it may be easily read.

In the cigar store the laugh should go—a good funny story is all right in its place, but chaffing and time killing talk should be stopped immediately upon the entrance of a strange face, and the proprietor or clerk should on the instant give his attention to the customer and supply his wants. Horse-play is always out of place during business hours and scuffling employes should be reprimanded in a manner to be remembered. "A little nonsense now and then is relished by the best of men," but it never should be

allowed to interfere with business.

Here is an idea that is a good one when properly carried out. The card should read:

NEW CUSTOMERS MADE DAILY

*Please step in
and let us
show you how*

THIS CIGAR DOES THE BIZ.

In connection with this card a goodly display of the cigars referred to should be made—a number of open and unopened boxes of the brand tastefully arranged and built up in the form of an attractive centerpiece. The price of the cigar may of course be worked into the wording.

—A new cigar, stogie and plug tobacco combine, with \$20,000,000 back of it, is said to be a possibility of the near future—definite information is not available.

—A handsome cigar store has been opened by H. R. Davis & Co., Irrigon, Ore.

THE SMOKER'S MAGAZINE always has plenty of the "idea" kind of reading you need in your business. \$1.00 a year—1,000 Labels Free.



MISS NELLIE EVANS, AN AMERICAN BEAUTY IN LONDON.

One of the belles of diplomatic circles in London is Miss Nellie Evans, the pretty daughter of H. Clay Evans, consul general to London and former pension commissioner under President McKinley. Miss Evans is a bright girl and a great social favorite.

QUEER CASE OF JEALOUSY.

"WELL, Jenny, are you ready yet?" exclaimed Hubert Elwood as he somewhat impatiently paced the floor of the study of Professor Potts in Highplane college, of which institution he (Hubert) was a junior member of the faculty.

"Oh, there's plenty of time. The matinee will not begin for an hour. Thank heaven, I'm on the last record of uncle's lecture which he is to deliver to-morrow." And the pretty niece and stenographer of Professor Theophrastus Melanchthon Potts, LL. D., etc., of Highplane college placed the cylinder in the phonograph and began taking down the words which the professor had spoken into it the night before.

Br-r-r-r!

"In conclusion, gentlemen, I would call your attention to the fact that Mr. Herbert Spencer makes use of the nebular hypothesis in the formation of our planet, which is to 'be finally dissipated into the attenuated matter out of which it arose,' and Mr. Darwin declares that the noble (?) end to be attained by man, the object of evolution, is 'the rearing of the greatest number of individuals in full health and vigor and with all their faculties perfect under the conditions to which they are subject.' What a 'lame and impotent conclusion' to all the grand aspirations of Milton and Shakespeare, of painter or sculptor, of philosopher or scientist! That end were better attained by the reproductive savage, the swarming yellow man, the Moslem polygamist or the sturdy Mormon. And then when we have attained this grand anticlimax we will be 'dissipated into attenuated matter,' and the same fool process will begin over again.

"And do the fittest survive? The dinosaurs"—

(Here a female voice broke in. "My dear, are you still at that stupid lecture?" "I'll be through in a minute my love.")

"—is gone, and the emu remains; the mastodon, thirty feet high, is represented by an eight to an eleven foot ele-

phant and the ichthyosaurus by the wretched little horned toad; the pterodactyl, that bird with its fine set of teeth, has degenerated into the hen, whose lack of teeth has become proverbial, triturating its food in a cropful of gravel; the savage"—

("Hens' teeth and savages! Do you know, Theophrastus, that it is more than half past 11 o'clock? I have no patience with you—your children neglected, the kitchen chimney smoking. Thucydides Erasmus Potts, your own son, comes in with his clothes torn and his nose bleeding, all on account of that impudent little Johnson boy, and you won't take his part, and"— "My



"MY DEAR, ARE YOU STILL AT THAT STUPID LECTURE?"

dear Matilda, I have only a few more paragraphs to speak and my lecture will be finished.")

"—whose eyes and ears can be utilized at immense distances, has been displaced by creatures like myself and other scientific gentlemen who cannot without glasses see beyond their noses. We"—

("That's the first true word you've said for a long time. You can't see beyond your nose. You can't see that a new carpet is needed in the dining room and that my best hat is simply a fright; that Emmeline Augusta is barefooted and that her dresses are growing so short that they would disgrace a ballet dancer. I tell you what right now—I won't stand it any longer! There! I had to entertain those stupid Croakers all the evening, and now you won't throw a word to me. By the way, Mrs. Croaker said that Mr. and Mrs. Allingham have separated and there was going to be a divorce. They do say that Mrs. Allingham is no better than she should be." "Now, Matilda, dear, you must not be so uncharitable. Mrs. Allingham is a most excellent woman. Do, now, let me be for five minutes.")

"—have ceased to believe in anything we cannot see."

("No. You don't believe anything when Mrs. Allingham pretends to be intellectual and throws up her big eyes at you, and all the time she doesn't understand a word you say." "My love, do be charitable, and do be still for a few moments.")

"When our eyes have followed our teeth and our hair we will be full fledged materialists and believe in nothing except what we can feel. When sensation is lost our next step will be dissipation"—

("So you threaten dissipation, do you? I'm beginning to believe that there is something more than friendly relations between you and Mrs. Allingham! And now you threaten to come home drunk!" "My dearest, I said nothing about drunkenness. I spoke of the dissipation of this mundane"— "Why, I believe you're half drunk now. There's something wrong about this. I won't stand it! I won't! I won't! I won't!" "Calm yourself, my love"— "I'm not

your love! You've disgraced me." Sob—sob—sob! "I'll get a divorce. Your children are shamed forever." "Good heavens, madam, you will drive me insane! Can't you keep still five minutes till I finish my work, and then I'll come to bed with"— "No, sir! No, sir! You and I are parted forever"— "Well,



"JENNY, DO YOU THINK I AM AT ALL TO BLAME?"

dang it all, I'll get a divorce or anything to please you; only let me"—

"The blastoderm"—

("What! Cursing your wife, are you?" "A blastoderm is not a curse. It is the outer"— "No, sir! No, sir! If you dare say one word more into that

miserable instrument I'll smash the wretched thing to pieces!")

Bang! Br-r-r-r-r!

At first Jenny tried to keep up her stenographic report, but as matters began to get mixed she stayed her pen and leaned back in her chair a prey to varying feelings. Surprise, sorrow at the quarrel between her uncle and aunt and an urgent desire to burst into laughter at the absurdity of the situation struggled for the mastery. She could picture the gentle professor—mild in all matters except in the enthusiastic opposition with which he confronted the materialistic tendencies of the age—barred to death by his scolding wife as she stood behind his chair unconsciously registering herself in the instrument.

Hubert had stopped his promenade and was now writhing in a rocking chair in incipient convulsions.

"It's a shame to laugh," Jenny said. "Think of poor old uncle going through all of that, and that was only the beginning. But it's time to go to the matinee. I'll put the record away, for an idea has struck me. I'll think it out at the theater, and when we get back we can put our heads together."

"No objection to doing that now," And Hubert did it, receiving in return a slap and being called "an impudent fellow."

• • • • •

The lecture, amended and excised at the latter end, was delivered with great eclat. Professor Theophrastus Melanchthon Potts, having insisted on hearing his record repeated and having directed Jenny to destroy it, which she did not do, was very silent and was evidently weighing something carefully in his mind. Finally he said:

"Jenny, do you think I am at all to blame?"

"Well, yes, uncle, in one way—you are too much absorbed in your studies and forget everything else."

"I thought so; I thought so," he muttered.

It was the beginning of the summer vacation, and Mrs. Potts and the children had already departed for — Beach, where they were to spend the next six weeks.

A few days later Jenny and Hubert were in the study conspiring. As a result of their conclave Jenny sat down at the typewriter and hammered off the following:

Highplane College, —.

Mrs. Potts, — Beach:

Come home next Thursday evening without telling any one. Slip into the house at 9 p. m. and hide in the little

anteroom to the professor's study. You will hear something to your advantage. The professor will not be there alone.

(Signed)

A FRIEND.

"Well, you are a born casuist, Jenny. 'Will not be there alone.' That's good. He won't be there at all. He won't be home from the faculty banquet before 10 p. m."

• • • • •

At 9 p. m. sharp Thursday evening Mrs. Potts turned the latchkey in the hall door of her home. Stealing quietly in and creeping from the hall into the anteroom noiselessly, she put her ear to the keyhole of the study door.

Her bosom heaved with a tumult of emotion. She was torn with rage and jealousy. In the paroxysms of anger to which she had been used to give way and which had begun to become chronic the accusations of unfaithfulness and her own jealousy were simply invented and feigned as a scourge for her husband and as a weapon of offense. But now she felt the pangs of that most frightful of all sufferings, and the tooth of the serpent was deeply buried in her bosom.

A confused murmur was all that was at first audible, but as her breath and pulse, accelerated by the exertion of hurrying from the depot, calmed somewhat she heard these words in the voice of Potts:

"My love"—ba-a-a—"still a moment"—ba-a-a. A woman's voice between sobs, "You've disgraced me"—ba-a-a. Potts again, "I'll get a divorce or anything you like if you'll only let me"—

She could stand it no longer, but, bounding into the room, screamed:

"Oh, you faithless, heartless scoundrel! And as for you, you shameless w—"

She stopped transfixed. There was no one there.

But "the phonograph played on."

Br-r-r-r-r.

Two pairs of eyes peeping through the door of the conservatory marked her stand for a moment stunned, then sink into a chair and listen open mouthed to the phonograph as it completed its record, then arise slowly, adjust the machine again, wind and start it, then listen attentively to the strange melody it produced, paling and reddening by turns and ending her performance in a storm of tears and sobs.



"OH, YOU FAITHLESS, HEARTLESS SCOUNDREL!"

After a time she calmed, rose, wiped her eyes, adjusted her hair and, taking up a newspaper, sat down to wait. The first thing that struck her eye was the announcement in flaring headlines:

Lecture by Professor Theophrastus Melancthon Potts, LL. D., on the False Conclusions of the Evolutionist.

She read with interest the excerpts of the lecture and what, in the argot of the newspapers, "he said in part," meaning, of course, part of what he said, and for the first time in her life felt pride in her husband's learning and remorse for her want of appreciation of him.

As she sat there reading the concluding lines the door opened and Professor Potts stood, astonished, on the threshold. A moment, and then he stepped forward briskly, greeting her with a smile and a kiss.

"Why, what a delightful surprise! But you must be hungry. Let me order you some supper."

Mrs. Potts, wondering at the cordiality of the professor, replied:

"Wait a moment, dear. Before we do anything else I want to ask your pardon for the past and promise"—

"Oh, cut that short, dear! That's just what I was going to do myself, only you forestalled me."

"I've been listening to the phonograph"—

"So've I, and I see we've reached the same conclusion, so enough's said. Give me a kiss."

A smothered "Ha, ha!" from the conservatory brought the professor with a bound to the door, and his voice halted the culprits before they could escape into the garden. Looking rather shamefaced, Jenny and Hubert came in.

"I suppose we've got to thank you rascals for this. Let's burn the record and go to supper."

"No, no," said Mrs. Potts. "I'll lock it up for use in case we have a relapse."

As a wedding present a few months later Jenny received a phonograph with the following prescription:

R One Phonograph.
M. et Sig.

To be used as directed (unless the experience of others before marriage should render it unnecessary).

The General's Part.

"Say, Jimmie, how many men d'yer s'pose he's killed?"

"Aw, g'wan! Don't yer see he's a general. Generals don't do no killin'. Dey jest bosses de job."—St. Louis Star.

SHORT SMOKES.

ONE of the most artistic stores in Reading, Pa., has been opened by Geo. S. Baus, at 280 South 9th St.

—The cigar store recently conducted by W. Houston, Tracy, N. Y., has been purchased by W. D. Frazer.

—A modernly handsome cigar store has been opened by Frank J. Cloud, in Cresson, Pa.

—I. Starr's chain of up-to-date and well equipped cigar establishments, are meeting with no end of success owing to his handsome and elegant window displays. His stores are located at 125th St. and 5th Ave., 24 Liberty St., 106 Barclay St. and 78 Bleecker St., New York. Mr. Starr's headquarters are at the Bleecker St. store, but he keeps his eye on all of them.

—The prominent and favorably known cigarman, John I. Bell, has purchased the cigar establishment recently conducted by Wm. H. Benson, Wilmington, Del.

—In Mountain View, Cal., a very neat cigar store has been opened by G. Levin—a name well known in the tobacco world.

—Harry Howell is the recent purchaser of Walter Blinn's cigar store, Morrisville, Pa.

—One of the handsomest and most attractively fitted cigar stores in Wisconsin is the one owned and under the able management of Val Bigelow, 313 Main St., La Crosse, Wis.

—Chas. W. Hirt has purchased the cigar store of W. C. Butler, Lake City, Col.

—Chas. F. Busch has bought the cigar and tobacco business of O. G. Banghman, Cleveland, Mo.

—A store, to be conducted on modern lines, has been opened in Trenton, N. J., by Edward Marse, who is competent to take charge and do a successful business.

—Laurence Savoy is now in possession of the cigar establishment recently owned by John Joyce, South Manchester, Conn.

—What looks like success from the start is the well equipped cigar store recently opened by Ephraim B. Fetterhoff, North 6th St., Harrisburg, Pa.

—One of the most artistic and handsomely decorated cigar establishments in Duluth, Minn., is that owned by Herman Kandelin, on Chapman St.

—The cigar store recently owned by J. A. Warren has been purchased by O. M. Wright, who is demonstrating his ability to please smokers.

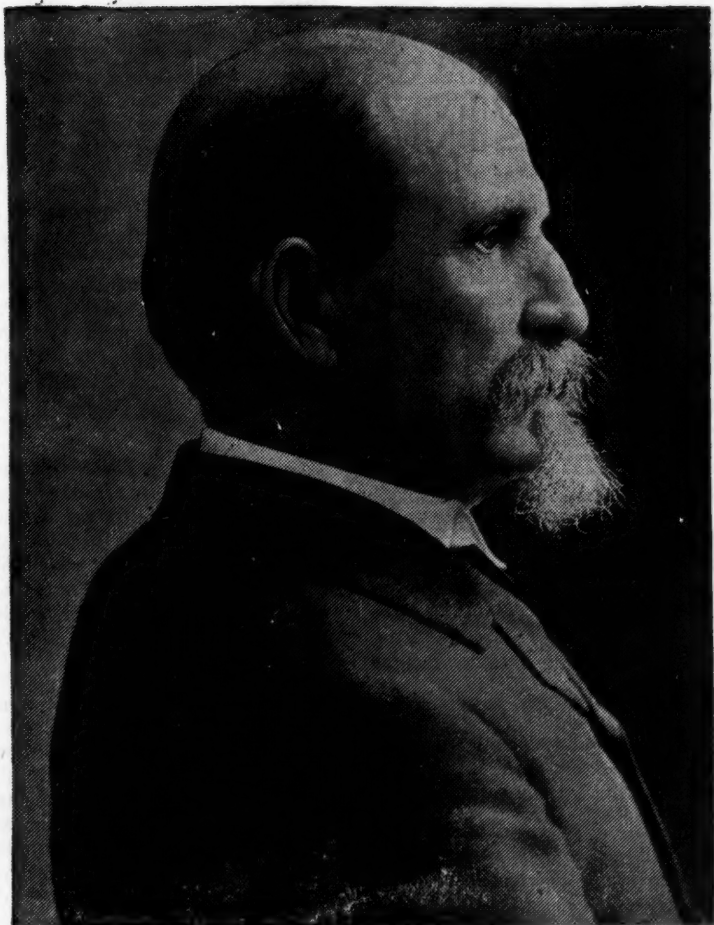
—S. H. Griffiths is the proprietor of the first-class cigar establishment, which he purchased of Chas. Boyd, Grand Junction, Colo.

—T. Speir is the proprietor of a very attractive cigar store in Bay City, Mich., which promises to be a great success.

—An up-to-the-times cigar store was recently opened by Louis Hoskyns, 909 E. Main St., Jackson, Mich.

—One of the largest and handsomest cigar stores in Cleveland is under the masterly hand of James Smethurst, and situated at Pearl and Clark streets. He has built up a fine trade and carries a choice stock of goods.

—In Rome, N. Y., the cigar store recently conducted by Thomas Healy, 218 W. Dominick St., is now under the management of Reams & Whalen.



POWELL CLAYTON, UNITED STATES MINISTER TO MEXICO.

Powell Clayton, United States minister to Mexico, takes a very hopeful view of the future of our neighbor republic. "There is now before Mexico's congress a bill making the presidency a six year term and creating the office of vice president," he says. "The conservative element thinks the bill will pass, and that a safe man will be chosen to succeed President Diaz."

THE SMOKER'S MAGAZINE

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Remittances should be made by N. Y. Draft, Express Order or P. O. Money Order, payable to THE SMOKER'S MAGAZINE CO. Cash or stamps should be sent by Registered Letter. We cannot be responsible for loss if sent any other way.

When change of address is desired, both the old and new address must be given.

Subscriptions remain in force and the magazine is continued to responsible subscribers until we are notified by letter to discontinue the subscription, when payment of all arrears must be made. Advertising rates furnished upon application.

Entered as second-class matter, February 1, 1904, at the Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.

NEW YORK, April, 1904.

Patience ceases to be a virtue when it deteriorates into down right laziness.

Procrastination is only another name for laziness—it is all right to be lazy, provided you can afford it; few men can.

The average merchant cannot afford to waste his valuable time—folded hands never accomplish anything—he takes off his coat and gets down to business, and finishes whatever comes to his hand. At the proper time he rests and enjoys recreation, but does not let it interfere with his business.

Work is recreation to the successful cigarman—he would rather

work than go fishing. Still, he might better go fishing, occasionally, as he would then be better prepared, both mentally and physically, to properly attend to his daily affairs.

What do you think of our new cover in colors?—a fac-simile of a cigar box, showing the grain of the cedar, with label cancelled, revenue stamp, red edging, etc. It is certainly attractive, unique and most appropriate and is one of the improvements promised for the current year. We hear praise from all sides, but would like to hear from you.

Good honest work never hurt any man—some men are afraid of work, others are not—while there are men, who in order to show that they are not afraid of it and have explicit confidence that it will not hurt them, will lay down besides the hardest job in the world and go to sleep.

Provided you are in the cigar and tobacco business and are not a subscriber to THE SMOKER'S MAGAZINE, you should lose no time in sending us \$1.00 that your name may be enrolled with the successful tobacconists of the country. Your name, business, address and such other wording as you may desire will be printed on 1,000 Gummed Labels and presented to you free with a year's subscription. These little *business-getters* will bring you business, while the Magazine will give you many *original and good ideas and pointers*, and keep you up-to-date. It is a small investment and wise tobacconists cannot afford to do without it—it helps to spell Success\$\$.

Cigar cutters are nothing more nor less than germ spreaders and disease distributors, and they should be thrown out of every first-class cigar store. The cutters are a deadly menace to the health of the smoking public, and it would be a good thing if their use were prohibited by law.

Nine out of ten men place a cigar in their mouth before clipping off the end in the cigar cutter, and as hundreds of men use the same cutter every day any infectious disease that one of them may have may readily be communicated to others, as is the case many times. Throw out the disease breeding machines and explain to your customers why you have done so.

This is a reminder to those of our friends whose subscription payments are due, that we shall be pleased to receive their cheques, express or postal money orders at their earliest convenience. In case premium of 1,000 Gummed Labels is desired with renewal, please be sure to state the exact wording wanted. We still have the handy Price and Sign Markers for those who prefer same, free with a year's payment at \$1.25.

The buying world likes a good natured man and prefers to deal with that sort of an individual—smile on your trade and like a mirror it will reflect your smile; deal generously and justly and success is sure.

Your name on 1,000 Gummed Labels are given free with a year's subscription to THE SMOKER'S MAGAZINE—A Paying Investment.

NEW YORK AMUSEMENTS.

NO vaudeville house in the country during the past year has presented such a versified array of talent, both native and imported, as has been shown at Proctor's 23d St., 5th Ave., 58th St. and 125th St. theatres. Nearly all foreign artists of importance that have come to this country have appeared in the Proctor houses, many of them having been imported by Mr. Proctor himself; while on this side of the water the best American talent has been secured, Mr. Proctor being able to make a free selection, he having no entangling alliance; and the result is that the Proctor bills are easily the best now being presented in America.

"The County Chairman," continues to play to good business at Wallack's Theatre.

At the Broadway "The Yankee Consul," and Raymond Hitchcock are still the great attraction.

At the Empire "The Other Girl," is in the last month of its run.

"The Girl from Kay's," continues to please large audiences at the Herald Square Theatre.

Eleanor Robson in "Merely Mary Ann," is a fixture at the Garrick Theatre.

"Piff, Paff, Pouf," is doing a good business at the Casino.

"The Virginian," continues to draw large audiences at the Manhattan Theatre.

The great and wonderful Luna Park will open at Coney Island on May 14th, and it will far surpass even itself in grandness and attractiveness—it will be worth going a long ways to see.

W. H. Crane in "David Harum," is renewing his old success at the Academy of Music.

PUFFS OF SMOKE.

ABOUT the middle of next month the Ruy Lopez Co. expect to occupy 141 Maiden Lane, which is now being handsomely fitted up, as their New York headquarters—a stock room is being installed that will enable them to carry a goodly quantity of their superior lines of Havana cigars to fill certain orders from the New York end. The company has long needed this extra room, having been somewhat crowded in its old quarters next door. The added facilities will permit of the handling of their steadily increasing business with promptness and dispatch.

—The factory of E. M. Schwarz & Co., at 73d St. and 2d Ave., New York, is steadily busy keeping up with the demand for their many well known brands. D. Emil Klein and Jos. B. Wertheim are preparing for extended trips over their territory in the near future which will doubtless boom business still further.

—The Roycroft Segar Shop "At the Sign of the Bull Dog," is a busier place than is usually expected at this season of the year. Orders for Bull Dog, Baron De Kalb, Ellen Terry, Henry Irving and their other brands of "Pure Habana Segars" are being received in goodly volume in almost every mail, and matters are progressing in a most satisfactory manner, at the headquarters of John W. Merriam & Co., 135-139 Maiden Lane, New York. John W. Merriam recently made a short trip to Boston, which was productive of results that were gratifying.

—The constant and satisfying demand for Henry the Fourth, Alexander Humboldt and the other "In-

disputable Leaders" in clear Havana cigars manufactured by Bustillo Bros. & Diaz of New York and Tampa, continue to keep the factory moving along at a lively pace. B. J. Straus has been giving an excellent account of himself and Jose M. Diaz visited the trade in the middle West and, as usual, booked some very handsome orders.

—The first of next month F. Garcia & Bros., will remove their New York offices to 22 Warren St., where they will have added facilities for handling their business.

—Jos. Abrahams has opened a branch establishment at 153 Eighth Ave., between 17th and 18th Sts., New York. Business at Mr. Abraham's main store, 204 Pearl St. and 113 Maiden Lane, is more than satisfactory; and Claude Du Val, Louis Bonapart and Henry Clinton brands of cigars and La Cunda Cigarros, are making new friends every day among lovers of good smokes.

—The well and favorably known house of M. Stachelberg & Co., has decided to close the New York office at 7 W. 18th St., and to consolidate and concentrate the entire business at Tampa, Florida. It will certainly facilitate matters to have the factory and office headquarters at one place; and Edgar J. Stachelberg, the able head of this enterprising concern, will make Tampa his home in the future, having purchased a handsome residence there, as before mentioned in these columns. B. Wasserman Co., 77 Chambers St., New York, have been appointed distributors of the Stachelberg brands for Greater New York and Long Island. About 30 sizes of the famous Stachelberg brands will be displayed at the World's Fair, St. Louis, in a solid

silver case, which was made for the firm's exhibit at the Chicago Fair—this will be sure to attract more than passing attention of connoisseurs of fine clear Havana cigars.

—Aurora and the various other brands of E. Kleiner & Co., 320-322 E. 63d St., New York, continue to gain ground steadily and every day demonstrates more clearly that they are taking a stronger hold on the trade, and meeting the full approval of consumers—the firm's brands are deservedly popular and are always sure to please wherever introduced. S. Elkeles is now covering the middle West in the firm's interests and sending in many handsome orders.

—The E. H. Gato Cigar Co., has moved its New York headquarters to 89 Water St., where increased facilities and extra room will greatly facilitate the handling of the business.

—Owing to the increased demand for the high-class goods of the United Cigar Manufacturers, the necessity for another factory in New York has been apparent for some time past, and the building at 70th St. and Avenue A has been secured and will be ready for business early in May. This will make the 17th factory operated by this progressive concern—five of them being in New York.

—Schinasi Bros., have now been in their new factory at 309-311 West 120th St., New York, for some months past and every one is much pleased with the new modern building, which has every facility for properly conducting their extensive business.

Cigar Retailers: Keep posted on matters that concern you—read THE SMOKER'S MAGAZINE; and advertise your store with *Free Stick-ers*. "Get Next" to Success for \$1.

A Word to the Wise.



Cholly Choffer—And tell me, my good man, if an automobile runs over somebody in your little town is he fined?
Tarantula Pete—Nope; buried.

Black Male.



—New York Times.

When his wife's mother comes on her first visit a man has the same feeling as if there were a private detective in the house.—Atchison Globe.

IN THE SMOKE HOUSES.

YOUNGSTOWN, Ohio, has a modernly handsome establishment, which was recently opened for business at 11 W. Federal St., by Philip Klafter & Co.

—Harry Howell has purchased the cigar store formerly conducted by Walter Blinn, Morrisville, Pa.

—In Fairfield, Iowa, the cigar store of W. D. Donner & Co., has been acquired by Montgomery & Co.

—In St. Paul, Minn., the cigar establishment of H. H. Chapman has undergone improvements and is now one of the handsomest and most up-to-date in the West.

—The cigar store of J. F. Cherry & Co., in Lancaster, Ohio, has been purchased by J. F. Hoffman & Co.

—F. D. Rhodes is the new cigarman in the Forest Building, Chambersburg, Pa.

—Pearsall & Gray are the recent purchasers of C. H. Hitchcock & Co.'s cigar store, Glens Falls, N. Y.

—Henry J. Gerken is the hustling owner of the new cigar store at 107 Market St., Wilmington, N. C.

—The cigar store recently owned by Depper & Co., has been acquired by Chas. Schaffer, Wernersville, Pa.

—At Waynesboro, Pa., the Barkdoll cigar store has been purchased by Edward S. Myers.

—John Richman has opened a very handsome and up-to-date cigar store in Penbrook, Pa.

—Recently Herzog & Co. took possession of the cigar store formerly owned by W. S. Mitchell, 2153 7th Ave., New York. The store has been restocked with high-grade goods, and is under the able management of R. D. Romm.

—H. J. Richmond is making a success in his well equipped cigar store, Los Angeles, Cal.

—C. H. Manely has purchased the cigar store heretofore conducted by H. Bennett, Alvo, Neb.

—Hiram Arwine is the hustling owner of a new cigar retailing establishment, Waterloo, N. Y.

—J. G. Baker has acquired through purchase, the cigar store formerly owned by Harry Sherck, 55 W. Colorado St., Pasadena, Cal.

—Blake & Mercelis are the recent purchasers of the Lawrence & Blake cigar store, Binghamton, N. Y.

—E. I. Kemp has purchased the cigar establishment of M. J. Rigney, Denver, Colo., which promises to be a decided success under his aggressive management.

—J. C. Campbell has purchased the cigar establishment of Philip Strubel, Colorado Springs, Colo.

—The new cigar store of Roland Thompson, in Deadwood, S. Dak., is attractive and neatly fitted out, and well displays a choice stock of goods.

—In Washington, D. C., the cigar store formerly conducted by W. W. Wright, has been purchased by Avery & Avery.

—L. R. Engelman is now the sole owner of the cigar stand at 138 Nassau St., New York, which was formerly conducted by himself and brother, the latter having opened a cigar store at 1397 Broadway, where he carries a fine stock of high-grade cigars.

—F. H. Rogers is the proprietor of the neat little cigar store recently owned by the Rogers Bros., Malmo, Neb.

—Wm. Lineweaver and Frank Du Teil have rented the Eilerman

MI FAVORITA

CLEAR HAVANA CIGARS.



MANUFACTURED AT KEY WEST, FLORIDA.

PARK & TILFORD,

Broadway, corner 21st Street,

NEW YORK.

PRICE LIST ON APPLICATION.

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YOUR MONEY RETURNED

If you do not have a Cool, Dry Smoke.
No Nicotine. No Mouthful of Bitter
Juice, No Old Pipe Odor, if you smoke

THE MAY BELLE



Patented June 10, 1902.

SAURMAN'S New Era Pipe

It's easy cleaned, don't get rank; \$1.00
with solid rubber or horn stem.

With fine amber stem, \$2.50.

With fine amber stem, heavy silver
ferrule, \$3.50.

NEW ERA PIPE CO.,

Dept. I.

MORRISTOWN, PA.

JOS. ABRAHAM'S, LEAF TOBACCO

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NEW YORK.

TELEPHONE 1853 JOHN.

BRANCH: 163 EIGHTH AVE.
BET. 17TH & 18TH STS.

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valuable time by using a Type-
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nish Remingtons, Smiths, Ham-
monds and standard machines
at from \$25 to \$40, with full
guarantee. New machines at
reduced prices. Will send ma-
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machines rented at \$2 monthly.
We also exchange and buy for cash. Desks, Cabinets
and Supplies at reduced prices. Send postal for illus-
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Telephone 5389 Cortlandt.

store in Minneapolis, Minn., and
will spend several thousand dollars
in refitting the place with billiard
and pool rooms, and making it the
best of its kind in the Northwest.

—A very attractive store which
promises well has been opened by
L. H. Pimentel, Suisun, Cal.

—In Oklahoma City, Okla., a
very handsome cigar store has been
opened by the Patterson-Hoffman
Cigar Co.

—Hassenfuss & Riley have suc-
ceeded I. Mirault in the cigar busi-
ness, Amsterdam, N. Y.

—O. B. Harrison has purchased
the cigar store of Fred Volkert, 4th
St. and Central Ave., Connorsville,
Ind.

—If looks count for aught the
cigar store of S. Pursly, 1206 First
St., Seattle, Wash., will prove a de-
cided success.

—A. Schulte, the prominent and
genial New York cigar man, has
added another link to his chain of
cigar stores having recently ac-
quired the cigar store at 49 Cort-
landt St., which will be handsomely
refitted and opened for business
about May 16.

—The cigar store formerly
owned by George M. Brink, Kings-
ton, N. Y., has been purchased by
Edward DuBois who is well able to
take charge and make a good thing
of it.

—The "Hole in the Wall" cigar
store at 5 Ann St., New York, for
more than 30 years conducted by
the energetic cigarman Harry A.
Beltz, has been sold to E. J. Parks,
formerly employed by Robert E.
Lane. Mr. Beltz continues to in-
crease the sales at his fine estab-
lishment, 416 Broadway.

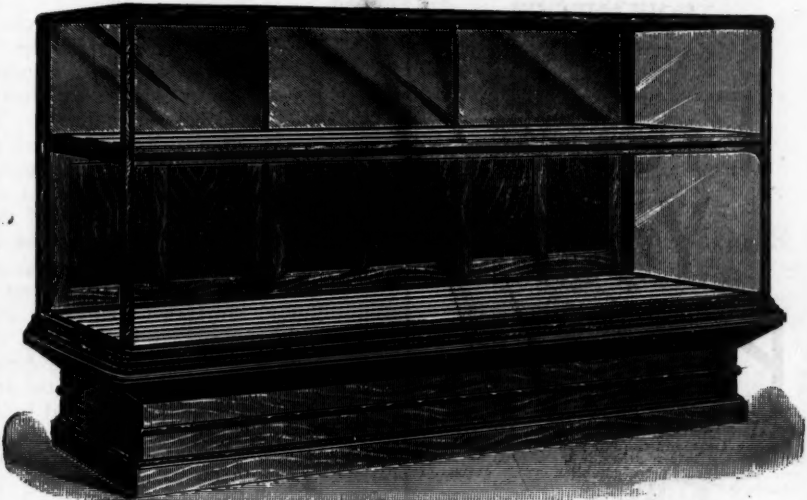
The Ford-Taylor Co., have ac-
quired through purchase the cigar
store formerly owned by Richard
Ford, Altoona, Pa.

Please mention THE SMOKER'S MAGAZINE to advertisers.

JOHN HOFMAN CO.,

MANUFACTURERS HIGH GRADE
SHOW CASES

SHOW CASES,



No. 62.—COMBINATION CIGAR AND MOISTENING CASE.

Store Fixtures and Interior Woodwork
FROM ORIGINAL DESIGNS.

**We want you to send for Illustrated Catalogue and
mention The Smoker's Magazine.**

Office and Factory:
30 & 32 SOUTH WATER ST., ROCHESTER, N. Y., U. S. A.

Please mention THE SMOKER'S MAGAZINE to advertisers.

SOME DO—SOME DON'T
DON'T BE A DON'T

Register YOUR BRANDS

A
GOOD NAME
FOR A CIGAR IS WORTH
THOUSANDS OF
DOLLARS.

Protect Your Property

The longer a brand is used the more valuable it becomes, and even though you have used an unregistered title for years, it may some day cost you considerable to establish your claim of ownership.

Have Your Brands Registered For Your Own Good.

We have the best and most up-to-date facilities for Registering Brands, and guarantee *Superior Service* in every particular.

Registration with Sealed Certificate, \$1.00
Search, Resulting in Rejection, . . .25

Cash to accompany all applications.

The Smoker's Magazine Co.,
Times Building, New York.

**Red Register
Bureau.**

THE WORLD OF TOBACCO.

REVENUE returns for the month of March are very satisfactory in all lines of tobacco manufacture, showing an increase of 12 1-2 per cent. as compared with March, 1903. Cigars show a falling off of 45,148,247 for March, which is larger than decrease shown in February. Little cigars show a heavy increase, being 35 per cent. in excess of March, 1903. The increase in cigarettes was 37,761,166 or 16 per cent. Snuff shows an increase of about 3 per cent. The fiscal year will doubtless show a good increase.

—The Metropolitan Tobacco Co.'s new department for the importation and jobbing of imported Havana cigars has met with instant and most flattering success. The various brands carried in stock are enumerated in their advertisement on another page, in which is also given the addresses of all of their depots. This enterprising concern has secured the exclusive sale for the United States of the famous J. Suarez Murias y Ca Havana cigars, which is carried in 27 sizes, and sold at prices which defy competition. It is announced that the price of all plug tobacco handled by the Metropolitan Co. will be advanced 1c. per pound the latter part of this month.

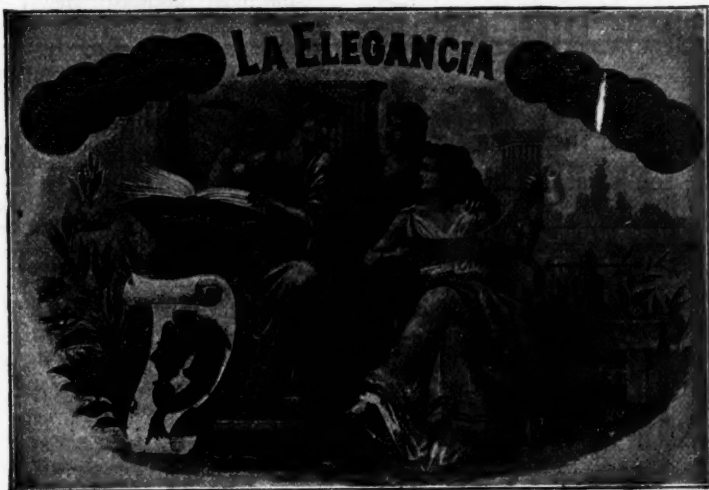
—General business is improving, although it is still backward owing to the unseasonable weather—better weather and sunshine will soon make matters more than satisfactory and brighten the faces of the cigar-men.

—The new Geo. W. Childs cigar, in cabinet size, is now being distributed by the Metropolitan Tobacco Co. through its various branch depots, and it is said to be catching on in good shape.

—Tampa's fire last month it appears, will prove a blessing—the outlook for Greater Tampa is par-

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ACKER, MERRALL & CONDIT CO.



CLEAR HAVANA CIGARS

Chambers St., West Broadway and Warren St.,
57th St. and 6th Ave. and 135-139 West 42d St.

NEW YORK

Wanted... A Hustler

We want a hustling representative for THE SMOKER'S MAGAZINE in your city, and have a magnificent proposition for you that will increase your regular income largely.

It is easy work and profitable employment, and will take but little of your spare time. If you are in the trade it will prove an especially attractive side line for you; while if you cannot take it up, please show this to some bright young man and have him write us at once for particulars and liberal terms.

**The Smoker's Magazine,
41 Park Row, New York.**



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TO SUBSCRIBERS ONLY!

A Lick and They'll Stick,
But You'll Not Get Stuck.

2000 GUMMED LABELS

SEND CASH
WITH ORDER.

\$1.⁰⁰

Advertise Your Store.
Increase your Business.

A. WISEMAN,
DEALER IN
FINE CIGARS,
711 Easy Street,
Hustletown, N. Y.

DEALER SIZE, 1 1/4 X 1 1/4 INCHES.

Anything you want on them; but the less you have, the better they will show up. This label contains all that's necessary. Neatly printed on *best* gummed paper in assorted colors, and mailed promptly (in about 10 days) in a specially made box that will keep them in perfect shape. Don't wait until you're all out, order *now*.

YOU WANT MORE?
ALL RIGHT! Send us

\$2.⁰⁰ FOR 5000

OF THE BEST GUMMED LABELS MADE.

The Smoker's Magazine,
41 Park Row, New York.

3¢. STAMPS ACCEPTED.

ticularly promising; the city's phenomenal growth surprises all, and the most optimistic never would have hazarded the prediction that it would, some day, be the greatest clear Havana cigar manufacturing centre in the country.

—Last year the Canadians consumed 200,000,000 cigarettes, an increase of 40 per cent. as compared with the year previous. Many are said to view this with alarm—the Government says nothing but collects the tax.

—The fourth Boston store to be abandoned by the United Cigar Stores Co. will be closed in the near future, so report says. All stores that do not show a profit are to be closed.

—The distributing depot of the New York Retail Cigar Dealers' Association will complete its first year on May 1, and its forthcoming report is expected to be eminently satisfactory. Within another year, it is said by those who know, the association will declare a dividend on its preferred stock, the business having shown a steady increase for many months past. May the good work continue *ad extremum*.

—The licensing of cigar stores is again being agitated, which recalls the discussion in this magazine some years ago, when it was shown that the average cigarman was willing to pay a revenue tax of \$15 to \$25 per annum—some said they would gladly pay \$100 a year in order to "Knock out" barber shops, etc. Now the Philadelphia trade wants to pay a license of \$25 and Minneapolis is pushing matters along the same line. How do you feel about the matter at the present time, Mr. Cigarman? We shall be pleased to print your views—let us hear from you, please.

—The American Tobacco Co. has bought out the Reynolds Tobacco Co., of Bristol, Tenn., the price being about \$250,000. The Reynolds

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**YOUR
BOY**



**CAN
DO**

YOUR PRINTING

An Excelsior Press costs but \$5—it is no toy, being strong and practical, yet simple; and with common care will turn out fine work and last a lifetime. Typesetting and operating press is made easy by our full printed instructions, which are so plain that excellent printing may be done by any man or boy the first day the press is used.

An "Excelsior" will make and save money for you.

Fortune favors those who make the most of their time. Every business requires printing and an Excelsior Press in your office, store, hotel, shop or in your home, will do it cheaply and well—it will save more than half the cost of your printing and enable you to do more advertising for less money and thus increase your business.

During leisure hours you can easily print your own cards, envelopes, letter-heads, labels, etc., and also make much money by printing for your friends and neighbors and the business men in your vicinity.

Buy a press for yourself or your son—you will both enjoy printing and at the same time earn many dollars. What other amusement will give him fun, pocket money, and improve his spelling, punctuation and grammar, and educate him to be a successful business man?

Send at once for our illustrated catalog giving full particulars and *factory prices* of presses, type and material. Don't delay. Write Today.

ADDRESS THE MANUFACTURERS,

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(Established 1872)

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U. S. STANDARD

Counterfeit Coin Detector.

Awarded Two Medals by the
American Institute

Is a perfect scale, $9\frac{1}{4}$ inches long, that tests and weighs coins with the utmost accuracy, measures the exact thickness and diameter of all the principal U. S. Gold and Silver Coins and enables you to DETECT A COUNTERFEIT in an instant.

The scale is constructed on scientific principles, yet it is simple and easily understood; and being made of one solid piece of brass and heavily nickel plated, no handling can affect its perfect action when placed on a level surface.

What is

**PROTECTION
AGAINST FRAUD**

Worth to you?

Upon receipt of \$1.25 your name will be entered for a year's subscription to

**THE SMOKER'S
MAGAZINE,**

and one of these Detectors, in a neat box, sent you by prepaid mail.



POSITION OF SCALE WHEN COIN IS GENUINE.

The Smoker's Magazine Co.,

Times Building, :: New York

factory is to be dismantled and the stock and equipment shipped to Durham, N. C. It is reported that the American Cigar Co. will use the building in the near future.

—Several arrests have been made in York and Philadelphia for extensive counterfeiting of union labels in the 9th District of Pennsylvania.

—Representative Tawney's anti-coupon bill has been defeated in committee, the large tobacco companies evidently having been strong enough to bring about this end. It looks as though the Gaines leaf tobacco bill, which has been favorably reported, will be passed before Congress adjourns.

—Havana's cigar factories are quite busy with full forces and business in general is active—goodly orders being plentiful.

—Trading stamps with cigars has reached a craze in Chicago—the Cigar Dealers' Association has adopted the Blue trading stamps, which are redeemable everywhere and already used by merchants in all lines of business throughout the country.

—Many additions have been made in the working forces in Key West's cigar factories and business is moving along somewhat above the normal standard. The weather is good and with files well filled and orders being received daily, every one is happy and pleased with the outlook, which points to further good things.

—The Supreme Court of New York has ruled that guessing contests are not within the prohibitions of the Anti-Lottery law.

—C. E. Case has resigned his position as secretary of the Cigar Dealers' Association of America, claiming that the funds are not large enough to justify the association in paying him a salary of \$200 a month.

—The Ohio Cigar Stores Co. of Toledo, thought to be a branch of the United Co., has sold out to An-

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WHERE TO STOP

ST. DENIS HOTEL,
Broadway and Eleventh Street.
NEW YORK.
Reasonable Rates.
Convenient Location.
William Taylor & Son.

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PHILADELPHIA
Room with board, \$3 upward.
European plan, \$1 upward.
L. J. Maltby, Prop.

THE KNUTSFORD,
SALT LAKE CITY.
FIREPROOF
Most Elegant Hotel in the West.
G. S. Holmes, Prop.

RIGGS HOUSE,
WASHINGTON, D. C.
The Hotel "Par Excellent" of the
National Capitol.
First class appointments.
O. G. Staples, Prop.

THE PARMLY,
PAINESVILLE, OHIO.
Rate, \$3.00. Electric lights and bells;
steam heat; sample room.
B. H. Rogers, Mgr.

EMPIRE HOUSE,
AKRON, O.
A hotel noted for its excellence; liberal
management; \$2 a day.
J. I. Brenizer, Prop.

THE NORVAL,
LIMA, OHIO.
Caters to Commercial Trade.
Large Sample Rooms.
American: \$2.00, \$2.50, \$3.00.

HOTEL EUCLID,
Cleveland's New and Up-to-Date Hotel.
New and modern. Heated by steam.
Lighted by electricity. Long distance
telephone in every room.

300 ROOMS
150 with bath, \$1.50 to \$5
150 with hot, cold water, \$1 per day up
Fred S. Avery, Prop.

THE ANDERSON.
ANDERSON, IND.
All outside rooms, \$2.00, \$2.50.
Large sample rooms on ground floor.
Try The Anderson.
Joe Hennings, Prop.

HOTEL NORMANDIE,
Michigan Boulevard, 12th St.,
CHICAGO.
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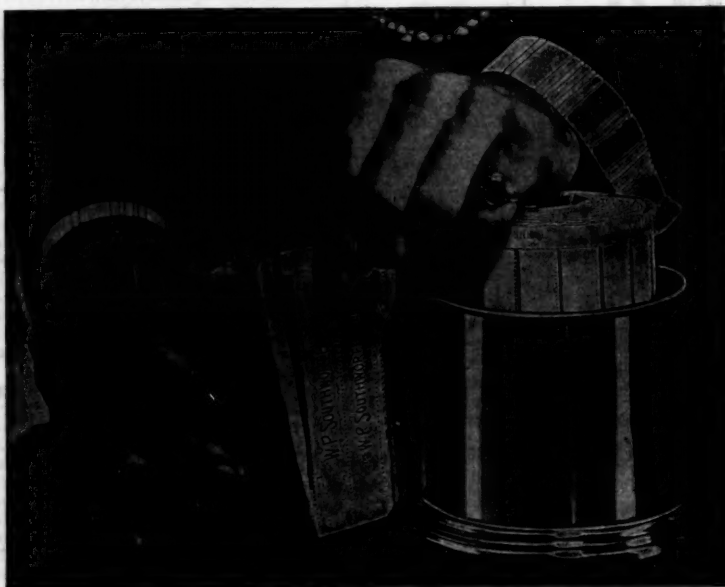
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